AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application.

LISTING OF THE CLAIMS:

1. (withdrawn) A computerized method of obtaining an item number and item key for listing at least one item on an auction site, comprising,

      (a) submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;

      (b) receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key; and

      (c) extracting the item number and item key from the verification data.

2. (withdrawn) A computerized method of obtaining at least one item number and key as recited in claim 1, further comprising the steps of:

      (d) storing the extracted item number, item key, user id and password; and

      (e) repeating steps (a), (b), (c) and (d) to obtain and store a plurality of item numbers and item keys.

3. (withdrawn) A computerized method of listing an item on an auction site using a stored item number and key, comprising:

      (a) submitting to the auction site listing input data that includes item description data, auction parameter data, a user id and a user password;

      (b) receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key;

      (c) extracting the item number and item key from the verification data.

      (d) storing the extracted item number and item key;

      (e) selecting an actual item to be listed on the auction site;

      (f) obtaining actual item description data and actual item auction parameter data for the actual item to be listed;

      (g) retrieving the stored item number, item key, user id and user password; and

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(h) submitting to the site auction confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the user password to post the actual item for sale to the site.

4. (withdrawn) A computerized method of obtaining at least one item number and key as recited in claim 3, wherein the stored item number and item key are a re-listing item number and item key.

5. (withdrawn) A computerized method of obtaining an item number and item key for listing at least one item on an auction site, comprising,

    accessing a listed item that did not sell at the auction site;

    obtaining a re-listing form for the item from the site, the re-listing form including the original item number and item key;

    submitting to site the re-listing input data, a user id and a user password;

    receiving verification data from the auction site in response to the re-listing input data,

    the verification data including the listing input data, the original item number and item key, and a re-listing item number and re-listing item key; and

    extracting the original item number and original item key, the re-listing item number and re-listing item key from the verification data.

6. (withdrawn) A computerized method of listing at least one item on an auction site, comprising:

    (a) selecting an actual item to be listed on the auction site;

    (b) obtaining actual item description data and actual item auction parameter data for the actual item to be listed;

    (c) retrieving a stored item number, item key, user id and user password; and

    (d) submitting to the site confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the user password to post the actual item for sale to the site.

7. (withdrawn) A computerized method of listing as recited in claim 6, further comprising the step of repeating steps (a), (b), (c) and (d) to list a plurality of items.

8. (withdrawn) A computerized method of listing as recited in claim 6, wherein the item description contains keyword text for another item listed on the auction site, the keyword being in the form of an ASCII code equivalent of the keyword text.

9. (withdrawn) A computerized method of listing as recited in claim 6, wherein the item description contains in-line frame tag, the in-line frame tag invoking a document displaying keyword text.

10. (withdrawn) A computerized method of listing as recited in claim 6, wherein the stored item number and item key are a re-listing item number and key.

11. (withdrawn) A computerized method of listing an item on an auction site, comprising:
        submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;
        receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key;
        extracting the item number and item key from the verification data; and
        submitting to the site confirmation data with actual item description data, actual auction parameter data, along with the extracted item number, extracted item key, the user id and the user password to post the actual item for sale.

12. (withdrawn) A computerized method of listing an item on an auction site, comprising:
        creating a repository having a number of item numbers and keys for use in listing items for sale on the auction site;
        concurrently, listing an item for sale on the auction site using an item number and item key from the repository.

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13. (withdrawn) A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of creating a repository of item numbers and keys includes the steps of:

(a) obtaining an item number and item key from the auction site without listing an item for sale;

(b) storing the item number and item key in the repository;

(c) repeating steps (a) and (b) a predetermined number of times if the number of item numbers and keys falls below a predetermined number.

14. (withdrawn) A computerized method of listing an item on an auction site as recited in claim 13, wherein step (a) includes:

submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;

receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key; and

extracting the item number and item key from the verification data.

15. (withdrawn) A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of creating a repository of item numbers and keys includes the steps of:

(a) obtaining a re-listing item number and item key from the auction site without re-listing the item for sale;

(b) storing the re-listing item number and key in the repository;

(c) repeating steps (a) and (b) a predetermined number of times if the number of re-listing item numbers and keys falls below a predetermined number.

16. (withdrawn) A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of listing an item for sale on the auction site includes:

retrieving an item number and key from the repository;

obtaining actual item description data, actual auction parameter data;

combining the actual item description data, actual auction parameter data, the retrieved item number and item key into a confirmation form; and

submitting a confirmation form to the auction site to post the actual item for sale.

Claims 17-27 (cancelled).

28. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

encoding search information for one or more related auction items available by a seller;

embedding the encoded search information into a pointer to a facilitating server, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;

embedding said pointer in an item description of the linking auction item;

upon selection of the linking auction item at the auction site by a user, receiving the encoded search information embedded in the pointer to the facilitating server;

automatically decoding the encoded search information embedded in said pointer into a keyword; and

invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

29. (Currently Amended) A method of presenting, as recited in claim 28, wherein the facilitating server is associated with an auxiliary site accessible on [the Internet]a computer network.

30. (Previously Presented) A method of presenting, as recited in claim 28, wherein the facilitating server is associated with the auction site.

31. (Previously Presented) A method of presenting, as recited in claim 28, wherein the encoded search information is ASCII-coded.

32. (Currently Amended) A method of presenting to a user on an auction site one or more

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auction items related to a linking auction item, comprising:

embedding an HTML tag into a document on the auction site, the auction site document describing the linking auction item available by a seller, and the linking auction item and the one or more related auction items having [a common]the same seller, wherein an auction item is an item available on an auction site;

upon selection of the linking item at the auction site by a user, receiving and interpreting the embedded HTML tag;

causing, in response to the interpreted HTML tag, the user to be presented with an in-line frame and a list of keywords displayed therein, the keywords obtained from a facilitating server;

receiving a selection by the user of one of the keywords in the list; and

in response to the selection, invoking a search engine of the auction site using the selected keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

33. (Currently Amended) A method of presenting, as recited in claim 32, wherein the facilitating server is associated with an auxiliary site accessible on [the Internet]a computer network.

34. (Previously Presented) A method of presenting, as recited in claim 32, wherein the facilitating server is associated with the auction site.

35. (Withdrawn) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

upon finding an item document by a user at the auction site, the item document describing a linking auction item, receiving a command to perform a background search by a facilitating server in response to the found item document, the background search being directed to find one or more auction items related to the linking auction item;

presenting to the user a list of links to any items found by the background search;

receiving a selection by the user of one of the links from the list; and

in response to the selection, invoking a search engine of the auction site to find and

present to the user item documents for the one or more related auction items.

36. (Withdrawn) A method of presenting, as recited in claim 35, further comprising the step of filtering the list of links according to a pre-determined criterion, wherein the pre-determined criterion is that the one or more related auction items have the same seller as the linking auction item.

37. (Withdrawn) A method of presenting, as recited in claim 35, further comprising the step of filtering the list of links according to a pre-determined criterion, wherein the pre-determined criterion is that the one or more related auction items have the same seller as the linking auction item and specified auction starting and ending times.

38. (Withdrawn) A method of presenting, as recited in claim 35, wherein the background search is performed based on criteria submitted by the user to the facilitating server.

39. (Withdrawn) A method of presenting, as recited in claim 35, wherein the facilitating server is associated with an auxiliary site accessible on [the Internet]a computer network.

40. (Withdrawn) A method of presenting, as recited in claim 35, wherein the facilitating server is associated with the auction site.

41. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:
        encrypting search information for the one or more related auction items available by a seller;
        embedding the encrypted search information for the one or more related auction items into a pointer to a facilitating server, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;
        embedding said pointer in an item description of the linking auction item;
        upon selection of the linking item at the auction site by a user, receiving the encrypted

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search information embedded in the pointer to the facilitating server;

automatically decrypting the encrypted search information embedded in said pointer into item description information of the one or more related auction items; and

invoking a search engine of the auction site with the description information as search parameters to find and present to the user item documents for the one or more related auction items.

42. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item available by a seller, comprising:

forming a delimited keyword by separating one or more characters of a keyword by one or more delimiters;

embedding the delimited keyword into a pointer to a facilitating server, wherein the linking auction item and the one or more related auction items are items available by the same seller and wherein an auction item is an item available on an auction site;

embedding said pointer in an item description of the linking auction item, wherein the delimited keyword prevents a search engine of the auction site from finding the keyword in the item description when a search at the auction site is conducted;

upon selection of the linking auction item by the user at the auction site, receiving the delimited keyword at the facilitating server;

automatically removing any delimiters from the delimited keyword to recover the keyword; and

invoking a search engine of the auction site with the recovered keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

43. (Previously Presented) A method of presenting, as recited in claim 42, wherein the facilitating server is associated with the auction site.

44. (Currently Amended) A method of presenting, as recited in claim 42, wherein the facilitating server is associated with an auxiliary site accessible on [the Internet]a computer network.

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45. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item available by a seller, comprising:

embedding one or more keywords relating to one or more related auction items into a linking auction item's description, wherein the linking auction item and the one or more related auction items are items available by the same seller and wherein an auction item is an item available on an auction site;

inserting said one or more keywords into a table residing in a facilitating server and configured for storing keywords, wherein said table includes an associative link between each of said one or more keywords in the table and one or more auction items at the auction site;

upon finding the linking action item at the auction site by a user, retrieving the table of keywords from the facilitating server;

presenting to the user the keywords in the table along with description data of the linking auction item; and

upon selection of one of the displayed keywords by the user, invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

46. (Previously Presented) A method of presenting, as recited in claim 45, wherein the facilitating server is associated with the auction site.

47. (Previously Presented) A method of presenting, as recited in claim 45, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

48. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

embedding one or more keywords into a protected area of a document describing a linking auction item available by a seller, wherein the linking auction item and the one or more related auction items are items available by the same seller, and wherein an auction item is an item available on an auction site, a search engine at the auction site is configured to ignore information in the protected area;

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inserting said one or more keywords into a table residing in a facilitating server and configured for storing keywords;

upon finding the linking auction item at the auction site by the user, retrieving the table of keywords stored on the facilitating server;

presenting to the user the keywords in the table along with the description data of the linking auction item; and

upon selection of one of the displayed keywords by the user at the auction site, invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

49. (Previously Presented) A method of presenting, as recited in claim 48, wherein the facilitating server is associated with the auction site.

50. (Previously Presented) A method of presenting, as recited in claim 48, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

51. (Currently Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

embedding a pointer in an item description of a linking auction item available by a seller, the item description when accessed at the auction site causing an access to a facilitating server by means of the embedded pointer, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;

upon accessing the item description having the embedded pointer, obtaining at the facilitating server a list of item descriptions and item numbers that represent the currently active auction[s] items of the same seller; and

presenting to the user the list of the seller's currently active auction items.

52. (Previously Presented) A method of presenting, as recited in claim 51,

further comprising, upon selection of the linking auction item at the auction site by a user, generating a pop-up window to the user; and

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wherein the list of currently active auction items of the seller is presented in the pop-up window.

53. (Previously Presented) A method of presenting, as recited in claim 52, wherein the pop-up window is displayed over a Web page containing the item description from the auction site.

54. (Previously Presented) A method of presenting, as recited in claim 51, wherein the list is automatically updated by the facilitating server to show only the currently active auctions.

55. (Previously Presented) A method of presenting, as recited in claim 51, wherein the facilitating server is associated with the auction site.

56. (Previously Presented) A method of presenting, as recited in claim 51, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

57. (Previously Presented) A method of presenting, as recited in claim 51, wherein the list obtained from the facilitating server includes keywords relating to the one or more related items.

58. (Currently Amended) A method of presenting, as recited in claim 51, further comprising, upon selection by the user at the auction site of one of the items in the presented list, invoking a search engine of the auction site to find and present to the user an item document for the selected item.

59. (Previously Presented) A method of presenting, as recited in claim 51, wherein the pointer is a URL.

60. (Previously Presented) A method of presenting, as recited in claim 51, wherein the step of obtaining a list of item descriptions and item numbers is performed by the facilitating server executing the code residing at the facilitating server.

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61. (Previously Presented) A method of presenting, as recited in claim 51,

     wherein the item description of the linking item includes embedded executable code; and

     wherein the step of obtaining a list of item descriptions and item numbers is performed by the facilitating server executing the code embedded in the linking item description.

62. (Previously Presented) A method of presenting, as recited in claim 61, wherein the executable code is Java code.

63. (Previously Presented) A method of presenting, as recited in claim 61, wherein the executable code is Java Script.

64. (New) A method of presenting, as recited in claim 29, wherein the computer network is the Internet.

65. (New) A method of presenting, as recited in claim 33, wherein the computer network is the Internet.

66. (New) A method of presenting, as recited in claim 39, wherein the computer network is the Internet.

67. (New) A method of presenting, as recited in claim 44, wherein the computer network is the Internet.

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